

# panorama

Gulf Cement Company P.S.C., Ras Al Khaimah:

**A BIG STEP**

**TOWARDS DIGITALISATION**

Interview with Greg Ong:

**SERVER COOLING: UP TO**

**30 PERCENT MORE EFFECTIVE**

Industrial Ethernet:

**NEW FAMILY OF CABLES**

# CONTENTS

## EDITORIAL

03 The Reason Why: Why the company purpose is becoming more important

## REFERENCE PROJECTS

- 04 Gulf Cement Company P.S.C., Ras Al Khaimah: **A big step towards digitalisation**
- 06 Guangzhou Baiyun International Airport, Guangzhou: **A growth project**
- 08 EWA-energieUri AG, Altdorf: **ICT solution for regional energy supplier**
- 09 Lumiere Riverside, Ho Chi Minh City: **Fast response, short delivery time**
- 11 Vio Plaza, Vienna: **Maximum safety**
- 12 Sawani, Riyadh: **A valuable asset in the long term**
- 14 U Centre, Shanghai: **Part of the transformation**

## MARKET

- 16 China: **Carbon neutral in 2027**  
Germany: **Fire Safety Days 2024**
- 17 Saudi Arabia: **Growth and innovation**
- 18 China: **Double recommendation!**  
Egypt: **Seminar with Eelaf in Cairo**
- 20 Germany: **DCW in Frankfurt**
- 21 China: **Exchange with system integrators**
- 22 Singapore: **For more effective server cooling**
- 23 Switzerland: **MacRobi is now part of Datwyler**
- 24 China: **Support in airport construction**
- 25 Singapore: **BICSI Southeast Asia Conference**
- 26 Switzerland: **"Ineltec reloaded" in Zurich**
- 27 Mexico: **Strengthening market presence**
- 28 Spain: **Subsidiary opened**

## KNOW-HOW

- 29 Server cooling: **Up to 30 percent more effective – Interview with Greg Ong**
- 32 IT services: **Creating added value for clients – Interview with Toni Rodriguez**
- 34 Mobile data centres: **Data centre containers**

## INNOVATION

- 35 Industrial Ethernet: **New family of cables**
- 36 Fibre optic expansion: **New micro cable product families**  
Building management: **A smart and eco-friendly solution**
- 38 Elevators: **Multimedia flat cable**
- 39 Shipbuilding and offshore: **High-speed data cable**

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Sawani: A valuable asset – page 12



Strong market presence in Mexico – page 27



Smart Building solution – page 36

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# THE REASON WHY

## Why the company purpose is becoming more important

### Dear Readers,

The business world is characterised by rapid technological change, global competition, geopolitical conflict and a growing awareness of social and ecological topics. In this context, the "purpose" – reason for being or mission – has become a success factor for many companies. It describes the deeper meaning being fulfilled by a company in business.

Why is the purpose so important? First of all, because it inspires employees and can create a deeper emotional connection with the company. More and more people, especially younger people, are looking for work that is worthwhile and for companies whose values and objectives they can share. They are then more engaged and productive. Indeed, they feel they belong because they know that they are making a positive contribution through their work – whether through the development of innovative products or because of the company's ecological or community commitment.

As consumers have become more critical, the authenticity of a brand has become more important. Consumers are paying more and more attention to the ethical and ecological practices of a manufacturer. They prefer brands that make a social contribution. Companies that communicate their purpose credibly and embed it in their business strategy create an emotional connection with their customers. They give them the feeling that, by buying the product or services, they are part of a positive change.

Companies with a clear direction are often more successful in the long term, because they are aiming for sustainable growth based on a solid ethical foundation. This makes them more resistant to crises and market changes. They not only react more flexibly and innovatively but also make more ethical decisions, reinforcing the confidence of investors, customers and other stakeholders. Companies such as Patagonia or The Body Shop are examples of brands which consistently pursue their purpose thereby achieving not only financial success but also social recognition.

A clear purpose also drives innovation by encouraging a company to constantly be on the lookout for new ways of fulfilling its mission and ways to safely take risks. A strong purpose fosters an open business culture in which changes and new ideas are welcome. This is invaluable, because flexible, innovation-led companies are also able to adapt to new circumstances and remain competitive.



For a company like Datwyler, which has been operating in the market for over 100 years, it is important that it is constantly examining itself and developing its purpose. Most recently this year, the demand for consultancy and services from you, our clients, is constantly increasing. Today and into the future, more than ever, we see ourselves as accompanying you and supporting you in your decision-making regarding which products and technologies you should use. Developing from a product to a service provider is part of our transformation.

Our mission gives us a clear direction. Clients, partners and employees, therefore, know exactly which direction we are going in. It's a journey we are sharing with you and one that we are very happy to be on. More on this in the next edition of "Panorama".

Adrian Bolliger  
CEO Datwyler IT Infra



Gulf Cement Company P.S.C., Ras Al Khaimah:

# A big step TOWARDS DIGITALISATION

Datwyler has made an important contribution to the modernisation of the Gulf Cement Company with a communications network and a data centre solution.



As in all dynamic industries, a reliable and efficient IT infrastructure in the cement industry plays a crucial role in managing growing data flows, maintaining operations and ensuring productivity. Recognising this need, Gulf Cement Company, a UAE-based company, decided to modernise its aging IT infrastructure.

While looking for a partner who could help them modernise their existing system as easily and effectively as possible, the com-

*Datwyler's Smart Modular Data Centre in the server room*

pany came across Datwyler IT Infra. The Datwyler team was tasked with providing Gulf Cement with an end-to-end IT infrastructure solution tailored precisely to their needs.

### Smooth upgrade process

To ensure a seamless transition and optimise the new infrastructure, Datwyler provided Gulf Cement with a professional team of consultants throughout the project who understood the specific challenges and worked closely with those responsible on site. This made the entire upgrade process smooth and efficient.

stalled cables are all high-performance and extremely reliable products reducing the risk of disruptions or failures to a minimum.

### Two smart data centres

Datwyler also delivered a Smart Modular Data Centre (SMDC) for the main server room, which houses the edge servers, switches and storage components. The Tier 1 data centre consists of four racks with integrated power and cooling units, designed for an output of 40 kVA.

Today, in the loading site building there is another small SMDC (3 kVA) with an internal condenser housing an important edge server that is needed in this area. This compact installation not only saves space, but

ernisation, Gulf Cement also received the latest cloud management and cybersecurity technologies as well as a state-of-the-art backup system.

The entire IT infrastructure has been running smoothly since the handover and commissioning in July 2022. To ensure that it stays that way, Datwyler has been maintaining the data centre since then as part of an annual service contract.

### Positive conclusion

For Datwyler, this successful project is a good example of how tailor-made solutions can improve a customer's operations: The combination of advanced technology and a reliable infrastructure with expert advice and comprehensive services has enabled Gulf Cement to take a big step towards digitalisation. The company is now well positioned to take advantage of future innovations and maintain its competitive advantage.

Murad Abdullah Mohammed, Chief Network Administrator at Gulf Cement, sees it very similarly: "Working with Datwyler IT Infra was a game changer for us. Datwyler solutions have transformed our infrastructure and made it possible to automate processes and significantly increase efficiency. We now have a scalable and flexible foundation to support our growth and innovation. Datwyler's support and expertise was invaluable on this journey."



“ Working with Datwyler IT Infra was a game changer for us.

*Murad Abdullah Mohammed,  
Chief Network Administrator, Gulf Cement Company*

The new IT infrastructure consists of a passive communications network that ensures reliable and fast connectivity across all Gulf Cement buildings and facilities.

The 10 Gigabit-capable network includes around 1,000 Category 6, data connection points and 16 intermediate distribution frames (IDF), which are connected to the main distribution frame (MDF) via 12-core single-mode fibre optic cables. The in-

also simplifies management and reduces operating costs. It therefore fits perfectly with the stated goal of an uncomplicated upgrade.

In order to achieve faster and more reliable data transmission across the entire company premises, it was also necessary for Datwyler's local partner Emitac to replace the old switches with high-performance core and PoE edge switches. As part of the mod-



**Sherif Ibrahim**  
Sales Manager  
United Arab Emirates



In order to be able to cope with the rapidly growing volume, the airport is constantly being expanded. Terminal 2 (T2) was opened in 2018. It covers an area of 658,700 square metres and offers 279 parking positions for civil aviation. The communication cabling in this building is a powerful solution from Datwyler, which includes 50,000 data connection points

airport – followed by orders for various other buildings at the airport, such as the information centre, the services building and the public security building.

**Commitment to the third expansion phase**

The so-called Phase III expansion project started in September 2020. By the end of

Corridor, which connects Terminals 1 and 2, as well as for the expansion of the runways and the new Terminal 3. In the corridor the Chinese Datwyler team also provided the airport with an automated infrastructure management system called DatAIM. With this integrated hardware and software solution that supports the operation and maintenance of the cabling the airport can significantly improve the work efficiency of the responsible staff.

**Tailor-made data centre solutions**

As part of the Phase III expansion project, the airport formulated clear specification for the required data centres for the first time. For the expansion of the runways, Datwyler was able to prevail against the solutions of many well-known manufacturers with its tailor-made Smart Modular Data Centres (SMDC). The list of orders from the airport now includes 23 micro and three double-row mini data centres.

Datwyler is contributing to the safe operation of the country's busiest international airport with a wide range of IT infrastructure solutions. The aim is to continue to convince the airport with quality and services and to support it in digital transformation in the future – for example with the help of smooth upgrades.



each in copper and fibre optic technology. Datwyler was already able to impress customers six years ago with professional technical services – for example on-site partner training – and with high-quality, high-performance products, including flame-retardant, low-smoke and halogen-free copper and fibre optic cables. The solutions were so convincing that they were adopted by the Pollman Hotel at the

2025, upon completion of this project, the airport will have five runways and two terminal areas, capable of achieving a throughput of 140 million passengers and more than six million tonnes of cargo – more than any other airport in the world.

Datwyler has again won several tenders in recent years, including those for the integrated cabling system of the East Fourth

**Zoe Peng**  
Sales Director  
IT Infrastructure  
China



Guangzhou Baiyun International Airport, Guangzhou:

# A GROWTH PROJECT

With a comprehensive range of IT infrastructure solutions Datwyler is contributing to the expansion of one of the busiest airports in the world.

Guangzhou Baiyun International Airport is one of China's most important aviation hubs – and one of the busiest airports in the world. Since opening in 2004, it has transported over 950 million passengers and more than 28 million tons of air cargo and mail. Today, more than 1500 flights from over 80 airlines are handled here every day, connecting around 100 destinations at home and abroad – and the trend is rising.





EWA-energieUri AG, Altdorf:

# ICT SOLUTION FOR REGIONAL ENERGY SUPPLIER

Together with Seabix, Datwyler has created a comprehensive, customised ICT solution for EWA-energieUri.

EWA-energieUri is an energy service provider covering all of Switzerland which, on behalf of the authorities, supplies the Canton of Uri with CO<sub>2</sub> neutral, renewable electricity from hydro, wind and photovoltaic sources and with energy from renewable heating and cooling. The integrated total solutions from EWA-energieUri mean that energy can be used in an intelligent and environmentally compatible way. Comprehensive electrical building services technology, network and power station services and full ICT services complete the company's portfolio.

EWA-energieUri and Datwyler IT Infra have a long-standing business relationship. In June, they signed an agreement to expand the existing partnership with services for IT/OT infrastructure and cloud solutions. "We are pleased to take this step to reinforce our already excellent col-

laboration", said Werner Jauch, Chairman of the Executive Board of EWA-energieUri, on the occasion of the contract being signed.

Signing of the contract in June: representatives from EWA-energieUri and Datwyler



### Modernising the IT infrastructure

To remain operatively efficient and flexible, EWA-energieUri decided to modernise its entire IT infrastructure and looked for a competent partner. The partner was soon found. Together with its subsidiary Seabix AG, Datwyler Infra AG was able to offer EWA-energieUri a fully customised ICT solution over the next five years.

This solution includes network connections with a high level of availability and protection for EWA-energieUri's various locations as well as modern, flexible workstation systems for approximately 370 employees.

### Using cloud technologies

The intelligent management of networks, terminals, applications and virtual infrastructure means that transparency, availability and security can be maximised. In a hybrid approach, different cloud technologies ensure that even demanding applications – such as construction or graphics programs with high performance GPU capacities – can be used efficiently. Thanks to the Seabix Cloud, the IT can also be operated with geo-redundancy within Switzerland.

There are also interesting possibilities, over the course of the contract, for EWA-energieUri and its subsidiary ComData-Net AG to be able to offer joint solutions on the market. The people responsible are thinking of smart solutions for OT security services for energy suppliers, for example.

"Our services mean that companies and organisations can once again concentrate fully on their core skills, while successfully expanding their business with future-proof and scalable IT and OT solutions. We are delighted that EWA-energieUri, too, is opting to use our reliable IT services", stresses Adrian Bolliger, Datwyler IT Infra CEO.



**Marco Müller**  
Vice President Global Marketing & Communication Switzerland

Exterior view of Lumiere Riverside during construction



Lumiere Riverside, Ho Chi Minh City:

## FAST RESPONSE, SHORT DELIVERY TIME

When installing the fibre optic network in the Lumiere Riverside building, Datwyler and its distribution partner VUSS were able to step in at short notice and save the schedule.

In Vietnam Datwyler has been working closely with its local sales partner VUSS for two years. Founded in 2023, Viet Us Smart Solutions offers comprehensive services in the areas of IT, communication and security systems, including Datwyler's cabling solutions.

Through VUSS, Datwyler recently delivered an IT infrastructure solution for the new Lumiere Riverside, a mixed development in Thao Dien, the expat district of Ho Chi Minh City. With the help of Datwyler and

VUSS, a fibre optic network was set up in the building, consisting of OM4 and OS2 indoor cables. The entire communications network is designed for a transmission speed of up to 10 gigabits per second.

Datwyler and VUSS "stepped in" for this project at the last minute, because the original supplier was unable to meet the agreed deadline. Despite the short time, the two partners managed to provide the fibre optic cables on time. This meant that the installation of the IT infrastructure

>>

Unrolling the OM4 cables before installation





The VUSS project manager splicing the cables

could be completed successfully and without further delay.

**Solid project example**

For both Datwyler and VUSS the new Lumiere Riverside building is a solid project example: of the flexible response to the urgent needs of an organisation or company as well as of their delivery capability on the Vietnamese market. And, it is always an advantage if end users can see for themselves the high quality and performance of Datwyler's cabling solution.

In any case, users at Lumiere Riverside are very satisfied with the new IT infrastructure solution. The tests and handover went flawlessly. The network works reliably and offers the expected support – all important requirements in a demanding residential and commercial building like this.

Datwyler's local distribution partner is also pleased that everything went so well – and wants to use Datwyler's IT infrastructure solutions in future projects. ■



**Jimmy Chiam**  
Sales Manager  
Singapore



Vio Plaza, Vienna:

# MAXIMUM SAFETY

In the Vio Plaza complex in Vienna, Datwyler's cabling systems with functional integrity are making an important contribution to fire prevention.

In the last few years, the impressive architecture of the Vio Plaza residential and business complex has appeared in the south west of the Austrian capital, right beside the river Wien. The new construction, whose 60 metre tower can be seen from afar, combines over 20,000 square metres of office space with a 10,000 square metre shopping centre, 166 rented accommodation units, hotel and restaurant facilities and a three-storey underground car park.

One of the things enjoyed by tenants at Vio Plaza is the state-of-the-art electrical and communication infrastructure. This was installed by a consortium comprising eww Anlagentechnik GmbH and the Vienna branch of Elin GmbH.

One of the consortium's tasks involved installing safety cabling with E30 and E90 functional integrity. These cabling systems ensure that, in the event of a fire, the building's safety-relevant equipment – for instance the lift, fire alarm, sprinkler or smoke extraction systems – fulfil their "in-

tended function" for at least 30 or 90 minutes, depending on the system.

**Installation according to the standard**

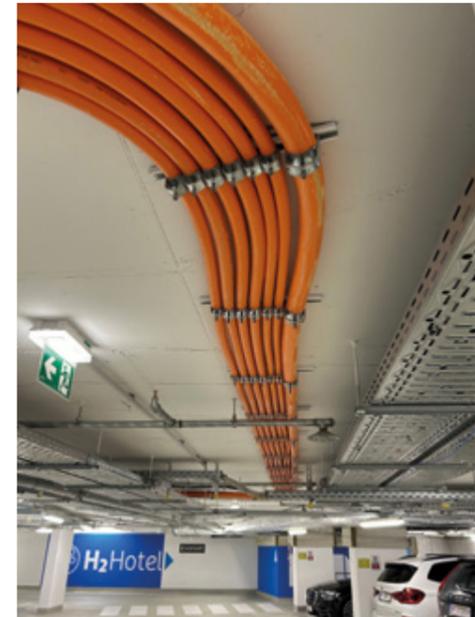
A large proportion of the installed cable and fastening systems with functional integrity – all to ÖNORM DIN 4102-12 – comes from Datwyler. Datwyler supplied Elin with all of the low current and signal cables needed as well as countless clamps. eww Anlagentechnik was supplied mainly with power cables with cross-sections up to 4x150/70, around 4000 strap clamps and 40 WUM support measures for standardised cable installation in vertical shafts.

All of the material was installed between January and December 2023.

Nicola Leenheer, Project Supervisor at eww Anlagentechnik, praises the excellent collaboration with the Datwyler team. "It was great", he said, summing up his experiences from the project.

He bases this primarily on the challenging logistics. Because the location of the site

Cable installation in a technical centre



meant that each of the 40 to 50 deliveries had to be made within a tight timeframe of just 30 minutes. And they were "always on time", even with such large cable drums. ■



**Bernhard Wetsch**  
Sales Engineer  
Austria

Image of the site in April 2023

Sawani, Riyadh:

# A VALUABLE ASSET IN THE LONG TERM



Sawani headquarters in Riyadh

Datwyler is supporting the Saudi company Sawani in its digital transformation with a reliable and scalable data centre solution.

The digital landscape in Saudi Arabia is evolving at a rapid pace. Forward-looking companies in the Kingdom are increasingly turning to reliable and scalable IT solutions that enable them to drive growth and digital transformation. This includes

Sawani, a company based in the capital that specialises in camel milk products.

Sawani, founded in 2023 by the Public Investment Fund, recognised early on that a modern data centre was one of the most

important requirements for meeting challenging operational requirements. The new data centre should be robust, offer the necessary flexibility for future expansions and be available as quickly as possible. The choice fell on a Smart Modular Data Centre (SMDC) solution from Datwyler, which is specifically tailored to these requirements.

Datwyler supported those responsible at Sawani with a comprehensive catalogue of services, from the design of a customer-specific solution to handover and commissioning. There was also efficient management software and an alarm system.

In April 2024, the SMDC was implemented at Sawani headquarters in collaboration with a local partner, Solutions by STC (STCS). Thanks to the solution's efficient design, installation was quick and without disrupting business operations. The SMDC includes four IT racks and two cooling units, is designed for a load of 40 kVA and

provides a safe and resilient environment. The latter is a crucial requirement to support Sawani's mission-critical activities.



The Smart Modular Data Centre from Datwyler

### Future-proof and sustainable solution

As a modular and scalable solution, the new data centre represents a long-term worthwhile investment for Sawani: it allows the company to keep pace not only with technological advances, but also with future changes in business needs. Another advantage is that the SMDC achieves high energy efficiency by design, thus optimising operating costs while supporting Sawani's sustainability goals.

In addition, Datwyler has provided Sawani with data centre infrastructure management (DCIM). The integrated monitoring system enables real-time monitoring and analysis of the new data centre and improves the ability of the IT operations team to quickly resolve any problems.

To maximise Sawani's return on investment (ROI) a plan for efficient resource management and a proactive maintenance strategy was also developed. The goal is to ensure that the data centre is

operating at peak performance and that both downtime and operating costs are minimised.

### Well positioned

"We chose Datwyler's Smart Modular Data Centre because of its reliability, quick deployment and scalability," explains Eng. Mohammad Ahmad Elejjo, Senior Manager IT Operations at Sawani, looking back.

"The support from Datwyler and STCS was truly extraordinary; it has positioned us well on our path to digital transformation. The operations and optimisation strategy we have implemented will ensure that our data centre remains a valuable and efficient asset for years to come."



**Mutaz Alwohoush**  
Sales Manager  
Saudi Arabia

U Centre, Shanghai:

# Part of the TRANSFORMATION

Shanghai's waterfront is undergoing massive change. This is reflected in the concept of the U Centre – a new building in which Datwyler is also involved.



In Shanghai, the U Centre, the largest building complex on the waterfront of the Xuhui District, is currently being built. Covering an area of 500,000 square metres, the U Centre includes smaller commercial spaces, spacious Class A offices and access for culture, leisure or other users. It not only offers high-quality, environmentally friendly office space. The U Centre is also intended to create a trendy, varied and integrated shopping and consumption experience for city residents.

### The transformation of waterfront areas

The building complex is part of a rapid almost 10-year renewal process of Xuhui District's waterfront promenade, following the "Shanghai Corniche" concept. As part of this concept, which is based on experiences in the development of the port of Hamburg and Canary Wharf in London, ecology, culture and art are gradually being integrated into offices and retail. In this respect, Shanghai's West Bund is comparable to London's South Bank and Paris's Left Bank: in the process of urban develop-



ment, the transformation of the waterfront areas around the ports of international cities is accompanied by a renewal of culture and economy.

Shanghai's West Bund, a waterfront promenade stretching 11.4 kilometres and covering an area of 9.4 square kilometres, is in the midst of this transformation process.

This includes projects such as the West Bund Cultural Corridor, the West Bund Media Port, the Shanghai Dream Centre and others. For example, apartments, leisure and educational facilities, art and culture, dining options and medical services have been built in the waterfront area of the Xuhui District.

The U Centre, which is scheduled to open at the end of 2024, fits seamlessly into this development in terms of its conception.

### The digital transformation

For such a transformation, the digital prerequisites must also be created – where they do not already exist. High-performance, future-proof building cabling, such

as that installed in the U Centre from May to September 2024, provides the basis for fast, trouble-free communication.

The cabling solution, which comes entirely from Datwyler, includes around 460 kilometres of low-smoke, halogen-free copper data cables of categories 6 and 6A, which were used to create over 11,000 data connection points, including around 1000 for the WiFi system.

There is also a Datwyler fibre optic backbone, which consists, among other things, of 150 kilometres of 4- and 6-core cables for indoor use and over 20 kilometres of 4- to 24-core cables for outdoor use.

With this solution, the users of the new building are well positioned for the digital challenges of tomorrow.



**Gary Shen**  
Key Account Manager  
China

# China: CARBON NEUTRAL IN 2027



Photovoltaic system on the roof of the factory in Taicang

As the effects of global warming become increasingly clear, Datwyler has taken a number of practical measures in China in recent years to reduce CO<sub>2</sub> emissions from its Taicang plant. Since 2020, a large photovoltaic system and an LED lighting project have made it possible to reduce emissions by around 1200 tons per year and come a lot closer to the declared goal of carbon neutrality by 2030.

In the first quarter of this year, local management decided to purchase 1000 megawatt hours of green electricity. The goal is to reduce the use of thermal energy by 40 percent, saving a further 600 tons of CO<sub>2</sub> emissions. According to the current plan, Datwyler will completely replace the existing thermal power in China with green

electricity by 2027 – and thus achieve the goal of carbon neutrality even three years earlier.

The green electricity project is awarded a monthly certificate.

With these measures, the plant in China makes it clear that it wants and can make its contribution to climate protection – and that sustainable development is more than just a slogan for Datwyler. ■



**Dan Qian**  
Senior EHS Engineer  
China



Certificate for Datwyler's green electricity project

# Germany: FIRE SAFETY DAYS 2024

This year, together with experts from Pohl-Con, Datwyler IT Infra organised Fire Safety Days in the four German cities of Hannover, Ratingen, Berlin and Munich. In a panel discussion, participants covered the topics of

cable systems with integrated functional integrity and fire prevention.

For the first time, the Fire Safety Days were arranged not as a series of traditional lectures but as open talks between speakers and the public. Practical discussions in small, but well-chosen groups meant that the speakers could cover individual requirements and questions in more detail.

The new arrangement of the event, in which the topics announced were thoroughly examined, received positive feedback from all sides. After successfully completing training sessions, participants, of course, also received a certificate. ■



Panel discussion at the Fire Safety Day in Hannover



**Sybille Borries**  
PR Editor  
Germany



A talk in Ratingen near Düsseldorf



Saudi Arabia:

# GROWTH AND INNOVATION

In April, Datwyler celebrated the founding of its new branch in Saudi Arabia together with its local sales partner Bright Technology at the NOX Camp in Riyadh – in a gala event with around 150 invited guests. After years of commitment in the Kingdom, the new location in the capital is an important milestone for Datwyler IT Infra.

The evening began with an entertainment program, followed by an exciting panel discussion and informative knowledge exchange sessions, and ended with a shared meal.

### Vision for the future of Saudi Arabia

The discussion was dedicated to "Revolutionising Saudi Arabia's IT landscape." Experts and executives from both hosts highlighted the

importance of innovative and reliable IT and OT infrastructure solutions as well as the role of trusted partners in promoting innovation and efficiency in the Kingdom. The audience, including end users, consultants and system integrators, shared their insights on how technological innovations and advancements are currently driving Saudi Arabia's Vision 2030 forward. The discussions sparked a lively exchange of ideas supported by many questions from the audience, which underlined the great interest in the topic.

Experts from Datwyler Middle East then presented some of the company's latest innovations for advanced ICT networks and data centres that are of interest to the Saudi market. After so much insightful conversation, the guests were treated to a sumptuous dinner.

The evening at the NOX Camp was a great opportunity for the Datwyler team to bring together leading companies, partners and friends from the Kingdom to celebrate what has been achieved so far and to look to the future together. Datwyler plans to intensify its involvement in Saudi Arabia in order to further advance the digital transformation in the region. ■



**Nemy Gapangada**  
Head of Administration, Marketing and Quality  
United Arab Emirates



# China: DOUBLE RECOMMENDATION!

With the accelerated development of the Dual Carbon strategy, the pursuit of “green and low-carbon” has also become a key issue in Chinese data centres. As a supporter of this strategy, Datwyler founded its own R&D team for Smart Modular Data Centres (SMDC) in China years ago and shortly afterwards brought corresponding solutions onto the market that require less time, space and energy and are characterised by easy integration, safety, reliability and intelligent maintenance.



These micro and mini data centres from Datwyler have been used in numerous companies and organisations in recent years – and are still in service there today. Among other things, they help to reduce the energy consumption of data centre operators and support their sustainability goals.

In April of this year, Datwyler’s SMDCs received two important recognitions: a “Green Building Energy Saving Recommended Products” certificate and the “Recommended Products of Green & Energy-Saving” certificate from the China Association for Engineering Construction Standardization (CECS).

The Datwyler team takes these recognitions as an incentive to continue to contribute to the Dual Carbon strategy by driving forward the development of energy-saving, sustainable data centres together with operators and market competitors. ■



**Chen Chen**  
Marketing Specialist  
China



Participants of the event in Cairo

In May 2024, Datwyler and Eelaf invited interested parties to a seminar in Cairo. The event, which took place at the Royal Maxim Palace Kempinski Hotel, was attended by representatives of key companies, consultants and system integrators from across the region.

This was the first joint appearance for Datwyler and Eelaf, as the operating partnership is new. Eelaf is a leading authorised distributor of electrical appliances and IT solutions in Egypt, which will help increase the reach and market penetration of Datwyler solutions.

### Comprehensive expertise

The combined expert knowledge of both companies was available to visitors to the seminar. Soubhi Al-Aliwi, Datwyler’s Head of Sales MEA, started things off. He gave an overview of the advantages of the company’s products, solutions and services – and what Datwyler plans for the future. Ihab Gazawi, Global Head of Data Centre Experts, addressed the topic of “Data Centre Revolution” and discussed the international standards, best practices and latest technology trends. Ahmed Abdelaleem, Head of Project Management and Ser-



The organisers (from left to right): Mai Mansour, Sales Manager Egypt, Ahmed Abdelaleem and Soubhi Al-Aliwi, all Datwyler Middle East, with the Eelaf team, Abdullah AlSaeed, Owner and CEO, Dr. Salah Alsaied, CFO, and Abdelrahman Hassan as well as Sara Abdullah, Personal Assistant, Omar Alsaied, Sales Account Manager, and Nehad Albasha, Marketing Manager

Egypt:

# SEMINAR WITH EELAF IN CAIRO

vices, explained to the participants the importance of a future-proof infrastructure for smart buildings. He presented Datwyler’s Smart Building Solution, which can be used to transform existing buildings into more sustainable, efficient and connected spaces.

The three presentations showed that the integration of modern IT infrastructure solutions from Datwyler not only helps companies

and organisations to successfully embark on the path to digital transformation, but also to contribute to a sustainable future.

### Strong partnership

Afterwards, Abdelrahman Hassan, Regional Sales Director, and Abdullah AlSaeed, Owner and CEO of Eelaf, presented their company, its strengths and their vision for collaboration with Datwyler, which aims to promote innovation in Egypt’s IT landscape and drive the country’s progress.

At the end of the event there was a question-and-answer session – moderated by Abdullah AlSaeed – which led to a dynamic and exciting discussion with the visitors. ■

Ihab Gazawi presents the “Data Centre Revolution”.



**Nemy Gapangada**  
Head of Administration, Marketing and Quality  
United Arab Emirates



Visitors to the Datwyler stand

Germany:

# DCW IN FRANKFURT



This year, once again, Datwyler had its own stand at Data Centre World (DCW), the largest exhibition for data centre specialists, engineers and end users in Germany.

Under the theme “Where Innovation Meets Infrastructure”, information was provided on current trends, challenges and opportunities in the constantly growing data centre industry.

In May, over 7000 technology enthusiasts and experts from different industries came together in Frankfurt am Main to share their expertise and investigate new business opportunities.

The fair provided Datwyler with the ideal platform to introduce the latest developments in edge computing, data centre cabling and infrastructure management.

One thing that attracted a lot of interest on the stand was the presentation of a Smart Modular Data Centre. Visitors were also able to find out about tailor-made IT and OT infrastructure solutions.

An expert from Seabix provided details on comprehensive ICT solutions which are being added to the Datwyler portfolio.

After two days of intensive knowledge sharing and valuable contacts, Datwyler was pleased to give a thoroughly positive report. The German team will, therefore, be back at the fair again in 2025. ■



**Sybille Borries**  
PR Editor  
Germany

China:

# EXCHANGE WITH SYSTEM INTEGRATORS

At the end of June, Datwyler’s North Chinese sales team met with more than a dozen well-known data centre system integrators at the “Mongolian Camp” in Beijing’s Chaoyang Park. The focus of the meeting was on current developments in the data centre industry and the collaboration opportunities arising from them.

Given the exponential growth of data, the data centre market is constantly on the rise – because all this data needs to be processed and analysed. The reasons for the growing flood of data are the further development of artificial intelligence (AI), the demand for cloud services based on AI and machine learning (ML), the growing number of IoT devices and the increasing use of social media platforms and online transactions. This and the ever-increasing need for decentralised storage solutions, cloud computing and edge computing technologies mean that the data centre market is constantly changing.

### Focus on quality and innovation

For the Datwyler team, led by Guo Zhisheng, the exchange with the system integrators, who are also active in this growth market, had the goal of “learning together with partners, making progress, strengthening cooperation and development and improving market competitiveness”. In addition to the integrated cabling solutions, the discussions primarily focused on Datwyler’s Smart Modular Data Centres (SMDC), the DatAIM software and other data centre solutions.

Zoe Peng, Datwyler’s Sales Director IT Infrastructure, emphasised at the meeting that the data centre market is a strategic priority for



Participants of the event in the “Mongolian Camp” in Chaoyang Park

Datwyler. She reaffirmed the company’s commitment to quality and innovation. Datwyler will continue to work closely with all its partners in order to jointly exploit the great potential that this market offers.

In the evening there was a convivial meal in the park, followed by Mongolian songs and dances in the yurts.

According to the feedback from the system integrators, the event was very successful. It was the start of further intensifying business activities in the northern Chinese data centre market. ■



**Chen Chen**  
Marketing Specialist  
China



Singapore:

# FOR MORE EFFECTIVE SERVER COOLING

On 18th June, Datwyler IT Infra and EMS Wiring Systems (EMS), together with HyprCool, presented a new product solution at the Center for Environmental Sustainability in Singapore that can make server cooling in the “AI-stressed” data centres more efficient and resource-saving. It combines HyprCool’s patented liquid cooling system with Datwyler’s tailor-made smart modular racks and monitoring system.

### Hundred times more cooling capacity

This solution allows data centre operators to achieve higher server densities. With a cooling capacity hundreds of times greater than traditional air cooling methods, it also significantly reduces energy consumption. Users can track and monitor power usage effectiveness (PUE) in real time using Datwyler’s Smart Service Platform (SSP).

Singapore committed to achieving net-zero emissions by 2050 as part of its climate goals. However, the boom in artificial intelligence (AI) has led to a growing demand for high-density computing. Liquid cooling is crucial in order to keep the country’s digital economy running while

also meeting its climate goals – not just in countries like Singapore, where building land is scarce and expensive. On the one hand, corresponding solutions ensure high performance in AI applications while also supporting companies’ and countries’ sustainability efforts by lowering CO<sub>2</sub> footprints.

### Great response

It’s no wonder that in addition to students and teachers, numerous interested parties from the IT industry, including system integrators, consultants and end users, attended the event at Ngee Ann Polytechnic.

You can find an interview on this topic on page 29.



**Miao Rong Koay**  
Marketing Specialist  
Singapore

# Switzerland: MACROBI IS NOW PART OF DATWYLER

With effect from 1st July, Datwyler IT Infra AG has taken over MacRobi AG based in Holzhäusern, Canton of Zug. Datwyler has thus strengthened its leading position in Switzerland with a powerful, competent company that provides high-quality ICT products and customised services for its clients.

MacRobi serves as a serious and qualified full-service partner for its clients, addressing all of their IT requirements, from telephony and video conferences to servers, networks and backups – including cloud services and managed services. The MacRobi team maintains intensive customer relationships and knows the needs of companies in a wide range of industries very well.



Toni Rodriguez, CEO, MacRobi AG (left), and Adrian Bolliger, CEO, Datwyler IT Infra AG



### IT solutions from a single source

“All of our clients – MacRobi’s and Datwyler’s and Seabix’s – need comprehensive IT solutions from a single source, from a provider they can trust and who best understands their requirements,” explains Adrian Bolliger, CEO of Datwyler IT Infra AG. “Since July, all three companies have been able to provide their clients with an even wider range of services, actually raising them to a new operational level, nationally and internationally.”

“As part of the Datwyler family, we now have strong partners with an international footprint who will support us operationally and enable interesting cross-selling opportunities in the ICT sector with their own portfolio,” explains Toni Rodriguez, who has run the company together with Peter Bieler for almost 30 years.

You can find an interview with Toni Rodriguez on page 32.



**Marco Müller**  
Vice President Global  
Marketing & Communication  
Switzerland



China:  
**SUPPORT IN AIRPORT CONSTRUCTION**

The China Airport Construction Conference, which recently took place for the tenth time, aims to promote the construction of civil aviation infrastructure in China and present new technologies and solutions. It is also the most important communication platform in the industry.

The tenth edition of the conference was held in Kunming from 18th to 19th July. Over 1000 guests from the upstream and downstream sectors of the industry came

to Kunming to take part in the first-class panels and the accompanying exhibition.

The leading companies in the airport construction and aviation industries were once again represented at the "Excellent Achievement Exhibition". Due to its many years of experience as a supplier of complete IT infrastructures for airports, Datwyler was also present there with its own stand.

**Trade fair innovations**

This time, visitors were able to marvel at the Smart Modular Data Centre (SMDC) at the Datwyler stand. Its latest version is equipped with a 24-inch touchscreen and intelligent magnetic door locks. It integrates comprehensive functionality including power distribution, UPS, cooling and environmental monitoring in an extremely compact solution – here in a single rack.

The DatAIM platform also attracted great interest. Datwyler's intelligent management software, which can also be integrated into common data centre infrastructure management platforms (DCIM), offers comprehensive visualisation of the entire IT infrastructure and helps users to optimise

its operation, management, expansion and maintenance.

**Honorary certificate**

With its extensive expertise and its high-quality solutions and services, Datwyler also enjoys a very good reputation among Chinese industry experts. For this, the Datwyler team was awarded the prestigious title "2013–2024 Outstanding Supplier in China Airport Construction" at the conference in Kunming. ■



*This certificate honours Datwyler's long-standing contribution to airport construction and expansion.*



**Chen Chen**  
Marketing Specialist  
China

*Visitors get a demonstration of the SMDC.*



Singapore:  
**BICSI SOUTHEAST ASIA CONFERENCE**



As part of the conference, Yun Jie Choo, Managing Director Asia Pacific of Datwyler IT Infra, had the opportunity to speak about the contribution that network, IT and data centre infrastructure can make to a sustainable future. He had the full attention of his audience – and was then able to answer many questions on this topic.

For Datwyler, this event was a success in many respects: in addition to exchanging information and ideas, the on-site team was able to address the specific problems that visitors are facing in their companies. There were also numerous discussions about the current needs and requirements of various industries for which solutions need to be found. ■



**Miao Rong Koay**  
Marketing Specialist  
Singapore

Living in a connected world makes it more important than ever for the ICT industry to act responsibly and sustainably. As a leading force in this sector, the BICSI industry association is committed to exchange between ICT experts and to creative solutions to achieve the common goal of a connected and environmentally conscious world.

Datwyler IT Infra was also present at this year's BICSI Southeast Asia conference, which took place in Singapore in October, where the team presented innovative solutions for sustainable data centre operations with its Smart Modular Data Centres in the accompanying exhibition. The Automated Infrastructure Management Platform (DatAIM) was also on display at the Datwyler stand. Both solutions help companies and organisations optimise their network infrastructures, meet the demands of the ever-changing digital world while reducing their environmental footprint.



Switzerland:

# “INELTEC RELOADED” IN ZURICH

In September 2024 the redesigned trade show Ineltec made a noteworthy return as the leading meeting point for the Swiss electrical industry. For two days, the emphasis was on product innovations, knowledge transfer and personal interaction at the new location in Messe Zürich. Around 7000 trade visitors took the opportunity to find out more about electrical engineering, energy in buildings, light, infrastructure, e-mobility, IT solutions and measuring/testing/tools from over 160 exhibitors.

Datwyler was pleased with the lively interest shown in its integrated IT and OT infrastructure solutions. The technical advice available at the Datwyler stand ranged from the universal copper and fibre-optic building cabling, through Industrial Ethernet products, to modular data centre and workplace ICT solutions.

### Single Pair Ethernet solutions

Another highlight was the introduction of the innovative Single Pair Ethernet (SPE) technology, with which Datwyler is meeting growing demands in modern building technology and building automation as well as industrial communication.

“As a member of the Single Pair Ethernet System Alliance, Datwyler IT Infra is taking a leading role in the expansion of this for-



Visitors to the Datwyler stand

ward-looking technology. SPE is a communication technology with a lot of potential. It allows for long distance projects with a very compact design”, explained Ivan Corsini, Product Manager at Datwyler IT Infra.

Looking back at the two days of the fair, the Datwyler team is delighted to have been able to build on some valuable contacts and make many new ones. The extremely positive feedback received, means that Datwyler will definitely be attending the next Ineltec and presenting its innovations there. ■



**Sybille Borries**  
PR Editor  
Germany

Ivan Corsini, Datwyler Product Manager, presented SPE solutions



From left to right: Remo Bütikofer, Enrique Lampatzer and Adrian Bolliger, all Datwyler, with Ricardo Cruz, Audi Mexico, Janitzio Badillo, CEO of the Marathon Group, Jose Antonio Ramirez, SSM Engineering S.A., and Kurt Infeld

Mexico:

# STRENGTHENING MARKET PRESENCE

Datwyler IT Infra has been present on the Mexican market for many years. The basis for this is its close partnership with the Marathon Group from Puebla. With its great potential, the Mexican market is a central element of Datwyler IT Infra's growth strategy.

At the end of September, a delegation from Datwyler IT Infra was on site, including CEO Adrian Bolliger and CFO Remo Bütikofer. Together with Kurt Infeld, Vice President Global Strategy, and Enrique Lampatzer, Head of Sales Americas, they met with regional system integrators and

visited the Audi plant in San José Chiapa – thereby sending a clear signal of Datwyler's commitment.

For Marathon and its CEO Janitzio Badillo, growth comes first. Founded in 1990, the Marathon Group now has more than 100 employees. With warehouses at five locations, the company ensures delivery capability. Marathon will soon move into new offices in Puebla, and the storage capacities at the current location will also be expanded.

### The basis of modern, automated production

The meetings with the system integrators confirmed the interest in Datwyler's products and solutions. What is particularly in demand is high-performance structured cabling in copper and fibre optic technology. The visit to the Audi factory made it clear how important such a solution is in modern, automated production facilities. The continuity of production can only be ensured through a high-quality, high-performance IT and OT infrastructure.

### Focus on new business contacts

During a visit to the Swiss Business Hub in Mexico City, important future topics were on the agenda. Director Rubén Araiza explained the opportunities for collaboration and the various events that his organisation offers as a platform for establishing new business contacts.

With the engagement of Enrique Lampatzer, Datwyler IT Infra was also able to gain an experienced and long-standing expert in its IT and OT infrastructure solutions as Head of Sales Americas. From now on, Lampatzer will not only look after the existing customers, but will also significantly advance Datwyler's market presence and develop new projects. He is also introducing a new partner program for system integrators in order to deepen cooperation with selected companies. ■



**Kurt Infeld**  
Vice President  
Global Strategy  
Europe



With the Marathon Group team in Puebla



Spain:  
**SUBSIDIARY  
OPENED**

Datwyler IT Infra continues to advance its business and expansion plans on a European and international level. After Saudi Arabia, Spain is now the next step and on 1st October in Barcelona with Datwyler IT Infra Spain S.L. a new subsidiary started its activities.

"We have been operating in Spain for many years and, together with our partners, we are seeing growing demand for IT and OT infrastructure and security solutions," said Adrian Bolliger, CEO of Datwyler IT Infra, in the run-up to the opening. "In order to keep up with the constant growth and be able to better support our customers with digitalisation, we are significantly expanding our local presence. Thanks to new resources, we will not only optimise our tailor-made solutions for Spanish customers, but also improve response times and our services overall."

With its future-proof and intelligent solutions for data centres, fibre networks and smart buildings, Datwyler will be able to support organisations in Spain even more effectively in the future in successfully expanding their core business. "Our goal is to offer them complete IT and OT infrastructure solutions, including software and services of the highest quality, and at a competitive price," assures João Marques, Datwyler's Area Manager for Spain and Portugal. "We want to continue to grow in Spain together with our partners and help our customers meet the challenges of digitalisation." ■



**Dieter Rieken**  
Head of Communications  
Germany

Server cooling:

**UP TO 30 PERCENT  
MORE EFFECTIVE**

Interview with Greg Ong,  
founder of HyprCool

**Mr Ong, data centre workloads are growing, IT equipment is becoming more powerful and port densities are increasing. What do you think are the main drivers behind this development?**

This development is mainly due to the fact that the demand for more actionable insights (intelligence) and automated decision-making (productivity) has led to the proliferation

of artificial intelligence and machine learning – in both business and research. A sub-aspect of this trend is that companies like NVIDIA are leveraging 4 nanometre chip manufacturing technology to enable the industry to meet the expected demand by increasing the chip density. In general, everyone can benefit by using data to intelligently promote, drive and manage business. >>

**Air conditioning is playing an increasingly important role in data centres. In your opinion, what are the most effective ways to cool installed IT equipment today?**

A common and effective option is to increase the air temperature. This immediately results in savings and a lower partial power usage efficiency (pPUE) value at the rack level. A medium-term solution is to replace older equipment – pumps, compressors, aircon systems – with more energy-efficient ones when they fail or need to be replaced anyway. In the longer term, consider switching to liquid cooling which can



be up to 30 percent more effective than the most efficient air cooling setup. It's very likely that this will result in a PUE of less than 1.3. Switching to liquid cooling can potentially free up 20 to 30 percent more computing power.

**Are there any differences between quite small and large hyperscale data centres? What approaches do you recommend to operators?**

Hyperscale data centres tend to use more unconventional cooling approaches, such as free air cooling. A typical cloud data centre or colocation data centres use conventional air cooling with chillers. However, this form of cooling has its limitations for high-density servers. This is particularly true for data centres in warmer and humid regions. Both "normal" data centres and hyperscalers can benefit from a hybrid approach by selectively deploying liquid cooling for high-density servers and increasing the air temperature for lower-density equipment. This helps economise air cooling and at the same time optimises cooling in high-density computing.

**The new Maincubes data centre in Ofenbach, Germany, relies on air cooling. Microsoft, on the other hand, is immersing entire server racks in a cooling liquid in a current project to check whether it's suitable for series production. How do you view these approaches?**

In my opinion, air cooling will become obsolete and liquid cooling is becoming the main cooling method, particularly next generation spraying jet impingement liquid cooling. This is supported by the fact that spray cooling has overcome the limitations of air cooling as well as previous generations of cooling plates and immersion cooling methods. In addition, two-phase spray jet liquid cooling protects the device from dust, corrosion, smoke and moisture. And it is flame retardant. In terms of computing density, a spray-cooled data centre is physically smaller and offers more computing power. These are all features that address some of the key limitations of current technologies.

**In Hamina, Finland, Google recently built a 9000 square metre data centre that uses cold sea water to cool servers. Should companies worldwide rely more on "natural" cooling options?**

The use of seawater at this location reduces CO<sub>2</sub> emissions and is very efficient. However, maintaining the pipelines and pumping and discharging the heated water back into the sea can pose technical and environmental concerns. But in arid coastal areas like the Middle East and North Africa, where air cooling and fresh water supply are challenging, this could also be a viable solution. For many non-coastal locations around the world, natural cooling options such as free air cooling and liquid cooling are a good option. The ambient air is used to dissipate heat using a dry cooler, and the resulting water, which is up to 35 degrees Celsius, is used to cool the servers. This should be easier to implement and just as efficient because no chiller is required.

**Your company manufactures liquid spray cooling systems. If I understand correctly, these are high-tech cases for servers. What exactly does that look like?**

In our current configuration, the HyprEdge liquid cooling chassis is a fully enclosed IP67 enclosure capable of housing a standard 19-inch server. We developed the system with data centre operations in mind, which means that in terms of operation and handling it hardly differs from a standard air-cooled server, which is also mounted in a rack. The only difference is the use of a cassette to mount the server in the chassis.

HyprEdge is modular and scalable. You can use a single chassis with a dry cooler – up to a modular block with five sub-racks and 75 chassis. By connecting to a stan-



dard dry cooler or an existing chilled water facility, the system also offers good flexibility in the primary heat dissipation loop.

**Compared to other manufacturers, your systems use direct-to-server spraying jet liquid cooling technology. What's special about it?**

HyprEdge Spraying Jet Impingement liquid cooling is a patented technology with high availability and cooling efficiency. With hundreds of jets, it offers improved fault tolerance and maximum spray availability – while using less energy for coolant circulation. The liquid coolant saves around 95 percent in costs and weight. Unlike direct chip cooling, no connections to the server motherboards are required. This also saves around 20 percent of the electricity that the server fans would consume;

so there is more energy available for the computing itself. In addition, the system is compact and easy to use.

**What type or size of data centre is this technology best suited for? And, can it basically only be used in completely closed racks?**

HyprEdge is designed to support industrial and edge computing through to full-blown data centre and cloud deployments. In a closed rack system such as a micro data centre (MDC) with DX cooling, this technology helps overcome the cooling limitations of high-density servers by cooling them separately. This increases the overall cooling capacity of the MDC.

**What influence does HyprCool technology have on energy efficiency and sustainability?**

Like other liquid cooling technologies, our Spraying Jet Impingement can reduce overall PUE to less than 1.1. Aside from the energy savings, the method used by HyprCool helps prolong the lifespan of the IT equipment – compared to the trade-off between high temperature and shorter lifespan of air-cooled setups. In addition, less investment in equipment and operating costs is required over the lifespan of the entire cooling system because there is no need for chillers, cooling water networks and large pumps, no CRACs and CRAHs and no aisle containments.

**If you are asked today about the future of data centre cooling, what innovations do you expect?**

Over the next decade, I expect to see innovation in the development of dielectric coolants, which represent a cornerstone for innovation in two-phase liquid cooling. These coolants should be free of per- and polyfluorinated alkyl substances (PFAS), environmentally friendly and non-toxic.

HyprCool Pte. Ltd.

HyprCool was founded in Singapore in 2021. The deep-tech company specialises in designing and manufacturing innovative liquid cooling solutions for data centres that help companies achieve net zero emissions.

Its patented Spraying Jet Impingement technology is housed in a sealed chassis and provides full cooling coverage of the entire server and components. Its modular HyprEdge solutions provide a high level of protection, reliability and cooling for all common systems.

Another area of innovation could be integrating the cooling system directly into the processor's silicon die. This requires a fundamental change in chip design. In fact, some companies have already started experimenting in this direction.

**Mr. Ong, thank you very much for this interview.**



**Dieter Rieken**  
Head of Communications  
Germany



IT services:

# CREATING ADDED VALUE FOR CLIENTS

Interview with Toni Rodriguez, CEO of MacRobi AG

Successful service providers are uncompromisingly customer-driven. They are familiar with and use the latest technologies and trends and opt for intuitive, easily accessible products in order to find solutions for their customers which perfectly meet their requirements, thereby ensuring smooth, efficient, reliable operation.

**Mr Rodriguez, in your view, what makes a good IT service provider?**

The basic concept of a successful IT service provider is that the focus should always be on the clients, and you should always be there for them. It's a recipe for success which has proven itself for every service provider, and we at MacRobi also believe in that model.

**What do you think will be the greatest challenges for next year?**

IT service providers have to identify changes in the IT landscape early and always keep up with them. Also, all employees should be aware that today's working environment and the tools and infrastructure used are constantly changing. This applies especially to IT. Every day we are confront-

ed with an overwhelming torrent of information. It has to be sorted to filter out the relevant content. By "relevant", I mean, for the service provider itself and for its clients.

A to Z. The added value for an IT service provider who is so diversified lies in greater, more extensive and long-lasting collaboration with its clients, which also fosters

how. We now have both. So, I see great potential and also a lot of synergy effects. With technical expertise and wider experience in the field of IT, we can win more business,



**That's a demanding job!**

Yes, it is demanding – and can easily lead to forgetting the overall picture and losing sight of the objectives. However, clients still expect their IT service provider to give them the right advice, help them make the right decisions, amidst all of the challenges, and provide them with the digital tools to overcome those challenges. Clients, companies and organisations, no matter how large or small, shouldn't have to worry about the choice of complex infrastructures, servers or cloud solutions but should be able to use them easily and effectively in their everyday work.

repeat services such as the monitoring and maintenance of server landscapes, maintenance of the network environment and customer support.

**Your work as a service provider is primarily regional in the Canton of Zug. Do you see potential for growth there?**

Companies like ours can only grow with additional manpower and additional know-

and Datwyler provides the global footprint that's important for international clients.

The merger provides definite added value especially for group clients. Pooling expertise and highly qualified resources in the field of ICT means that our clients will benefit from comprehensive support and tailor-made solutions. This not only increases their competitiveness but also means that they can react more efficiently to the challenges of their market.

The great thing is that our employees can identify with the reorganisation. They are proud to be part of something bigger.

**Mr Rodriguez, thank you very much for this interview.**

**Which solutions are especially in demand on the market at this time?**

It varies a lot. But medium-sized and large companies are way ahead of most smaller companies when it comes to digitalisation. This means they need complete solutions in the field of IT, OT and ICT infrastructure. As part of the Datwyler family we can now offer them total solutions for projects, from



**Marco Müller**  
Vice President Global Marketing & Communication Switzerland

Mobile data centres:

# DATA CENTRE CONTAINERS

**In many cases, the use of a container-type mobile data centre proves to be the best solution. Here are some examples.**

Some data centres are already bursting at the seams – and no one knows where additional capacity might be created. Sometimes the need for additional computing capacity is very short-term or limited to a specific period of time. In such cases, turnkey container data centres are an ideal solution.

### Edge data centre for construction sites

The Q-tainer, for example, which was developed by Datwyler and the Rhombert Sersa Rail Group, brings digitalisation to construction sites. The entire data centre is in a standard commercial ISO container and is based on the latest AI algorithms and Microsoft Azure technology. This allows the data and video streams that require maximum processing power and wide bandwidths to be quickly analysed, linked and assessed directly on site. The fully functional edge data centre improves site security. Movements and collision risks of both site vehicles and people can be monitored and material and fill levels can be optimised.

*Aug. Prien in Hamburg: a data centre on the roof*



### Complete data centre infrastructure

The Q-tainer shows why container-type mobile data centres are growing in importance. As turnkey, fully equipped data centres, they don't just offer the complete infrastructure for immediate commissioning, but companies also benefit from greater flexibility, scalability and lower energy consumption. Other advantages are shorter latency times and more stable connectivity as data is processed close to its source.

In addition to racks with servers, storage and network systems, mobile data centres also provide all necessary functions and components, such as cooling, fire protection, monitoring and management software. Depending on the user's requirements for "their" container, it includes exactly the right equipment and is available as a plug and play solution within a few weeks.

Regular ISO containers can also be transported on conventional lorries or goods trains. Thanks to their mobility, container data centres can be used wherever they are needed – even for short periods of time, for example as an interim solution when relocating.

### More application examples

A mobile data centre can provide a solution, even where there is little space available for expansion. The Aug. Prien Bauunternehmung in Hamburg decided to erect a new, more modern backup site for the existing data centre, on the roof of the company's headquarters – with a container solution that came completely from Datwyler (see Panorama No. 1/2024).

Another example is a distributed data centre in Depok, West Java, where the Internet service provider Icon+ also has a turnkey container solution from Datwyler. Icon+ uses the outdoor containers distributed



*The digital "brain" for the construction site: the Q-tainer*

throughout the city to increase the quality level of the services offered (service assurance) and to bring more data centre capacities closer to customers, for example to provide them with more storage space and reduce latency times (see Panorama No. 1/2023).

All container solutions from Datwyler comply with the relevant national and international standards in terms of design and equipment. These standards apply to the components used, all production processes and quality control. This means that the solutions can be used throughout the world. ■



**Sybille Borries**  
PR Editor  
Germany



Industrial Ethernet:

# NEW FAMILY OF CABLES

In October 2024 Datwyler presented a new family of cables for Industrial Ethernet (IE) applications. It includes four robust copper data cables that have been specially developed for factory automation and industrial environments: an extremely flexible drag chain cable for robotic applications, two Category 5e Profinet cables and another Category 7 Profinet cable. The IE cables have UL approval and are tested for use in machines.

### Flexible IE cables

The four-pair cable CU 5431 4P HFLEX Industrial Ethernet PUR UL has been developed specifically for drag chains and machine parts. With its sturdy construction it is designed for bending cycles and can withstand torsional loads – properties which are essential in robotic applications in particular. As a flexible Category 5e data cable (AWG 26/19) with EMC screening it supports the transmission of analogue and digital signals up to 100 MHz, enabling fast information exchange of up to 1 gigabyte per second (Gbit/s). Its robust, oil-resistant PUR

sheath also means it is optimally suited for use in a harsh industrial environment.

### Profinet cables

In addition to this are the three new Profinet cables CU 5711 2P Profinet Type A PVC UL and CU 5722 2P flex Profinet Type B PUR UL – both Category 5e – and the four-pair CU 7611 4P flex Profinet Type A PUR UL, a Category 7 cable designed for fast, reliable connection and Profinet RJ45 and M12 plug systems. They are available from Datwyler with a green sheath as standard.

The new cable family meets the highest demands for flexible, robust Industrial Ethernet communication. ■



**Ivan Corsini**  
Product Manager Copper Data  
Cables and Industrial  
Switzerland



## Fibre optic expansion: NEW MICRO CABLE PRODUCT FAMILIES

Datwyler brought two innovative product families to market in August: the S-Micro and C-Micro Basic Line (BL). These product lines are designed to provide the ultimate in performance and reliability at an attractive price.

The S-Micro Basic Line comprises nine items equipped with 250 µm fibres. These fibres give outstanding data transmission and are ideal for applications requiring the highest level of precision and efficiency.

The C-Micro Basic Line comprises six products with very compact 200 µm fibres. They facilitate the optimal use of micro duct systems without compromising performance.

### Economical solution

Both product lines feature optimised data transfer rates across the full temperature curve (-25 °C to +70 °C) and low latencies, thus guaranteeing the outstanding performance of IT infrastructures. At the same time they represent a particularly economical solution, combining quality and reliability with a competitive price. ■

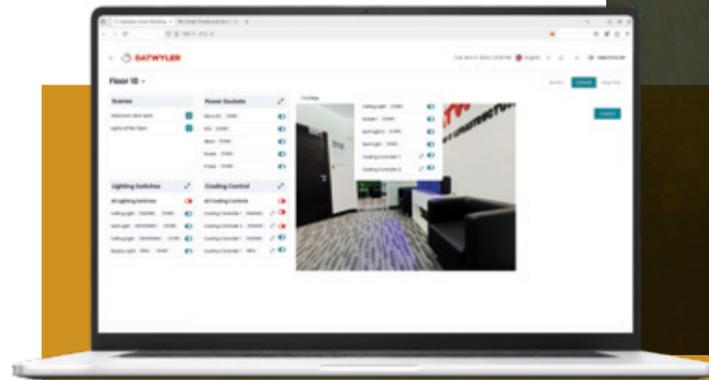


**Kai Wirkus**  
Product Management  
Europe



Building management:

# A SMART AND ECO-FRIENDLY SOLUTION



The platform offers AI-based optimisation technology



Nowadays, people expect their environment – be it private, public or professional – to be not only comfortable and efficient, but also sustainable. However, buildings – existing buildings in particular – often have great difficulty meeting these modern demands.

Datwyler Middle East has set out to address this challenge by developing a smart building solution. This combined hardware and software platform helps users not only make their buildings more sustainable and efficient, but also make them easier to manage.

### One platform for all systems

Datwyler's Smart Building Solution seamlessly integrates various building systems such as lighting, heating, ventilation and air conditioning, security and energy management into a single intelligent platform. Of course, manual control remains possible at any time. The platform offers AI-based optimisation technology that adapts to real-time conditions and user preferences, resulting in significant savings on utility bills.

The automated control primarily minimises energy consumption. This reduces the building's carbon footprint and helps combat climate

change. According to the World Economic Forum, buildings are responsible for 39 percent of global energy-related carbon emissions. According to calculations by ACEEE – the American Council for an Energy-Efficient Economy – automated systems such as Datwyler's Smart Building Solution can reduce energy consumption by 30 to 40 percent, which highlights the significant environmental benefits of embracing smart technologies.

### And the investment costs?

One of the main advantages of Datwyler's Smart Building Solution is that it can be implemented via the OPEX model. This means that instead of making a one-time, large investment, building owners can use flexible payment plans – and pay off the solution over time using the resulting savings.

This model also makes the platform interesting for medium-sized and large companies because they can implement their sustainability goals without high financial burden.

The other advantages of the solution are obvious: comfortable, adaptive rooms increase the well-being of occupants. In office build-

ings, automation drives productivity and leads to a more engaged workforce and a better overall building experience.

### More than a technological upgrade

Datwyler offers rapid deployment, comprehensive support and remote management capability, allowing users to monitor and control all systems via an on-site kiosk, web interface or mobile app. This means you can react quickly, for example if an unexpected problem occurs.

The Smart Building Solution from Datwyler enables organisations to reduce their operational cost and enhance efficiency while minimising their environmental footprint. This solution is more than just a technological upgrade, it is a crucial step towards sustainable, resilient and thriving business. ■



**Ala'a Shqairat**  
Product Manager Smart Building  
United Arab Emirates



Elevators:

# MULTIMEDIA FLAT CABLE



The brand-new high performance 3x 1.50 + 2x (4 x 2 x AWG23 FTP) + 4x FO OM3 flat-form travelling cable has been developed by Datwyler specifically for multimedia applications in elevators. It provides maximum performance and reliability in data transmission – even in harsh environments in elevator shafts. The power can be supplied via the electrical wiring and/or PoE++.

The optimised space-saving design of the cable enables customers to cut their costs. This is achieved because of reduced installation times, a lower space requirement and the possibility of integrating various power and data elements in one travelling cable.

### An ideal choice

There are many reasons why this flat-form travelling cable is the ideal choice for modern elevators: the robust PVC outer sheath is designed for operating temperatures of between -15 °C and 70 °C. In addition to the four integrated fibre optic cables it contains two four-pair Category 6A copper data cables which reliably transmit data

rates of up to 10 gigabits per second over distances of up to 100 metres (in accordance with IEEE standards). Thanks to its advanced shielding the cable ensures a high level of transmission security, even in areas with a strong electromagnetic interference. Its resilient design makes it eminently suitable for Ethernet applications, including under the extreme conditions prevalent in elevator shafts.

### Custom-fit assemblies

As a specialist manufacturer of high-performance flat elevator cables Datwyler will on request supply customers with tailor-made and custom-fit assemblies to meet their specific requirements. Material and data cables undergo stringent testing in the company's own laboratory in order to guarantee high-quality product solutions. ■



**Jan Svoboda**  
Product Manager Elevator Europe



Shipbuilding and offshore:

# HIGH-SPEED DATA CABLE

Datwyler has developed the new CU 7724 4P flex SHF1 data cable especially for shipbuilding and offshore platform applications. This flexible category 7 cable (AWG 24/7) can reliably transmit data rates of up to 10 gigabits per second.

The new cable features a fire-retardant, halogen-free FRNC outer sheath (SHF1). It has also been certified by the international classification and inspection institute DNV. This certificate confirms that the cable meets the strict safety and reliability requirements of the demanding maritime environment.

The cable has also been especially optimised for maximum data transmission performance and efficiency. It exceeds the electrical requirements of IEC 61156-6 and the requirements of the EU Construction Products Reg-

ulation (CPR) to EN 50173-1 and EN 50288-4-2. As a flexible patch and connecting cable for Industrial Ethernet, it is suitable for installations of up to 60 metres.

This new cable complements Datwyler's existing family of data cables for applications in the maritime sector. Thanks to their excellent characteristics, leading shipbuilders in Europe have been using the category 6A-U/FTP (AWG 23), category 7 S/FTP (AWG 23) and category 7 CU 7702 4P flex (AWG 26/7) cables for years. ■



**Ivan Corsini**  
Product Manager Copper Data Cables and Industrial Switzerland



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